

MANAGEMENT OF BUSINESS RECORD

ARTICLE REVIEW

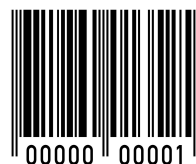


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**MANAGEMENT OF BUSINESS RECORDS
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CHAPTERS IN BOOK

ARTICLE REVIEW



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Editor's Note

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First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!



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SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT (S-CRM) AMONG SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN MALAYSIA

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INTRODUCTION

Basically, this article focused on the interaction and relationship among small and medium-sized enterprises (SMEs) own by Muslim community with their customers especially in Malaysia. Besides, this article highlighted some benefits and advantage of social relationship management (s-CRM) performance by the business entities especially those who are owned by the Muslim people. The construction of s-CRM is critical to improving business performance and sustaining in the marketplace, as it has substantial implications in marketing, customer care, and sales departments of SMEs.

OBJECTIVES

In this article, there are two main objectives that have been highlighted by the author. First is to investigate the advantages of social customer relationship management (s-CRM) performance from the eyes of Muslim-owned SMEs in Malaysia and next is to examine the role of s-CRM within SMEs sector

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STATEMENT OF PROBLEMS

Based on the article, the researchers stated that in this highly competitive corporate environment, the fast growth of social technologies has significantly altered the e-business landscape where this situation forced many companies, especially the small medium enterprises (SMEs), to seek and increase customer engagement while keeping current clients. As a result of this massive change, businesses, particularly SMEs, must work harder to cultivate customer loyalty while maintaining current client relationships in order to stay in business. E-commerce has been considered as a catalyst and an innovation that may strengthen SMEs entrepreneurial traits in many established and developing nations, including Malaysia. Therefore, the necessity to link CRM to SMEs emerges because Sarosa (2012) identified SMEs as one of the most important contributors to economic growth in the development of a country. Furthermore, SMEs are one of the fastest-growing industries in most nations, particularly in emerging countries, and their significance cannot be overlooked.

LITERATURE REVIEW

This research paper was using sources of references from the year 1988 – 2017. From the research paper, some of the references are from the journal articles. The author in this article mentioned Social CRM (s-CRM) is a new strategy that understands that customers have strong feelings about connections handled through social media. In this article, the researchers focused more on how managing the customer information, such as the customer database, adoption of ICT methods, and consumer perceived values, may affect the performance benefit of s-CRM.

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Apart from that, this article discussed some frequently used social media platforms such as Twitter, YouTube, Facebook, LinkedIn and Integra which have been classified as likely s-CRM tools. Hence, the characteristics of s-CRM through social media might greatly boost an organization's online visibility and SMEs' performance in the future endeavours.

METHODOLOGY

This study used a quantitative technique to build and investigate the link between the installation of s-CRM and its performance advantages, with perceived customer value serving as the mediating variable. The poll was delivered to SMEs owners/managers that attended the Halfest (Halal Fiesta Malaysia) trade fair in Kuala Lumpur in October 2015, using a convenience sample approach. The data was collected via a survey approach from 135 SMEs that attended the Halfest

The data from the questionnaire survey were analysed and organized into its categories. Because of the model's intricacy and to confirm the model based on total variance, the partial least squares (PLS) path was employed in this investigation. The automated IBM SPSS (Statistical Software Package for Social Science) software version 19 was used to code the data collected from the surveys. The data collected will be calculated using total variance.

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FINDINGS

Researchers' findings indicate that information and communication technology (ICT) usage has both direct and indirect effects on s-CRM performance. Customer information management and s-CRM performance are linked through the perceived value of s-CRM. In this context, perceived value was discovered to be a key element in both ICT adoption and customer data management. In the current digital age, s-CRM is an important instrument for effective client management and the building of long-term connections. In today's volatile economic environment, strong customer connections promote sales, sustainability, and growth. The results reveal that maintaining customer information has only a little impact on s-performance CRM's advantages. Using SMNs to manage client information allows organisations to get access to customer databases and recover information for business purposes.

RECOMMENDATION

The aim of this research is to ensure that all firms need to adapt and enforce their social customer relationship management. For future research, Researchers might study the possibility of other relevant aspects which would ultimately aid in the creation of a more refined s-CRM technique. Identifying the problems faced by SMEs in implementing s-CRM, value co-creation techniques, and ways to improve the s-CRM system architecture or procedures are some of the appropriate recommendations that might be considered. Hence, this existing study and any other data collected from this study can be used by other firms not limited to the Muslim only, to ensure the performance of that company itself.

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CONTRIBUTION TO BUSINESS RECORD

In this fast-paced digital world, the use of social media especially in marketing is beneficial to both firms and customers because of their mobility features and the versatility of mobile devices. In addition, CRM has been critical in maintaining strong relationships and interactions with existing and potential customers. Electronic CRM (e-CRM) has been highlighted as a new method to improve enterprises' competitiveness and industry survival, and social CRM (s-CRM) is now a new means of creating relationships with existing and prospective customers, thanks to the advancement of social media engagement.

CONCLUSION

To sum up the overall article, all the SMEs owner not only owned by the Muslim must maintain their relationship with their customers in order to sustain in business. Plus, they need to pursue to a greater extent building client commitment while maintaining their current customer to manage in the business. As for Malaysia itself, the use of technology, especially the social media platforms, they need to enforce the usage of it since it gives lots of benefits not only in maintaining customer relationship management but also enhancing the profits and growth of the firms themselves.

